

STATE OF SOUTH CAROLINA

(Caption of Case)

Application of Norlight Telecommunications, Inc. to  
Provide Resold and Facilities-Based Local Exchange  
and Interexchange Telecommunications Services  
Throughout South Carolina

BEFORE THE  
PUBLIC SERVICE COMMISSION  
OF SOUTH CAROLINA

COVER SHEET

DOCKET  
NUMBER: 2008 - 208 - C

(Please type or print)

Submitted by: John J. Pringle, Jr.

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NOTE: The cover sheet and information contained herein neither replaces nor supplements the filing and service of pleadings or other papers as required by law. This form is required for use by the Public Service Commission of South Carolina for the purpose of docketing and must be filled out completely.

DOCKETING INFORMATION (Check all that apply)

☐ Emergency Relief demanded in petition

☐ Request for item to be placed on Commission's Agenda  
expeditiously

☐ Other: \_\_\_\_\_

INDUSTRY (Check one)

- ☐ Electric  
☐ Electric/Gas  
☐ Electric/Telecommunications  
☐ Electric/Water  
☐ Electric/Water/Telecom.  
☐ Electric/Water/Sewer  
☐ Gas  
☐ Railroad  
☐ Sewer  
☒ Telecommunications  
☐ Transportation  
☐ Water  
☐ Water/Sewer  
☐ Administrative Matter  
☐ Other: \_\_\_\_\_

NATURE OF ACTION (Check all that apply)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Affidavit                 | <input type="checkbox"/> Letter                            | <input type="checkbox"/> Request                   |
| <input type="checkbox"/> Agreement                 | <input type="checkbox"/> Memorandum                        | <input type="checkbox"/> Request for Certification |
| <input type="checkbox"/> Answer                    | <input type="checkbox"/> Motion                            | <input type="checkbox"/> Request for Investigation |
| <input type="checkbox"/> Appellate Review          | <input type="checkbox"/> Objection                         | <input type="checkbox"/> Resale Agreement          |
| <input type="checkbox"/> Application               | <input type="checkbox"/> Petition                          | <input type="checkbox"/> Resale Amendment          |
| <input type="checkbox"/> Brief                     | <input type="checkbox"/> Petition for Reconsideration      | <input type="checkbox"/> Reservation Letter        |
| <input type="checkbox"/> Certificate               | <input type="checkbox"/> Petition for Rulemaking           | <input type="checkbox"/> Response                  |
| <input type="checkbox"/> Comments                  | <input type="checkbox"/> Petition for Rule to Show Cause   | <input type="checkbox"/> Response to Discovery     |
| <input type="checkbox"/> Complaint                 | <input type="checkbox"/> Petition to Intervene             | <input type="checkbox"/> Return to Petition        |
| <input type="checkbox"/> Consent Order             | <input type="checkbox"/> Petition to Intervene Out of Time | <input type="checkbox"/> Stipulation               |
| <input type="checkbox"/> Discovery                 | <input checked="" type="checkbox"/> Prefiled Testimony     | <input type="checkbox"/> Subpoena                  |
| <input type="checkbox"/> Exhibit                   | <input type="checkbox"/> Promotion                         | <input type="checkbox"/> Tariff                    |
| <input type="checkbox"/> Expedited Consideration   | <input type="checkbox"/> Proposed Order                    | <input type="checkbox"/> Other: _____              |
| <input type="checkbox"/> Interconnection Agreement | <input type="checkbox"/> Protest                           |  |
| <input type="checkbox"/> Interconnection Amendment | <input type="checkbox"/> Publisher's Affidavit             |  |
| <input type="checkbox"/> Late-Filed Exhibit        | <input type="checkbox"/> Report                            |  |

Print Form

Reset Form

# ELLIS <sup>LLP</sup> LAWHORNE

John J. Pringle, Jr.  
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[jpringle@ellislawhorne.com](mailto:jpringle@ellislawhorne.com)

July 16, 2008

## **FILED ELECTRONICALLY**

The Honorable Charles L.A. Terreni  
Chief Clerk  
**South Carolina Public Service Commission**  
PO Drawer 11649  
Columbia SC 29211

RE: Application of Norlight Telecommunications, Inc. to Provide Resold and  
Facilities-Based Local Exchange and Interexchange  
Telecommunications Services Throughout South Carolina  
**Docket No. 2008-208-C, ELS File No. 1452-11571**


Dear Mr. Terreni:

Enclosed is the **Testimony of Bob Rogers** filed on behalf of Norlight  
Telecommunications, Inc. in the above-referenced docket. By copy of this letter, I am serving all  
parties of record in this docket and enclose my Certificate of Service to that effect.

If you have any questions or need additional information, please do not hesitate to  
contact me.

With kind regards, I am

Yours truly,

  
John J. Pringle, Jr. *by CR*

JJP/cr

cc: C. Lessie Hammonds, Esquire (via electronic mail service)  
Anthony D. Gillette, Esquire (via electronic mail service)  
All parties of record (via electronic mail service)

BEFORE  
THE PUBLIC SERVICE COMMISSION OF  
SOUTH CAROLINA

Docket No. 2008-208-C

Re:    Application of Norlight Telecommunications, Inc.    )  
      for a Certificate of Public Convenience and Necessity    )  
      to Provide Resold and Facilities based Local        )  
      Exchange and Interexchange Telecommunications    )  
      Services in the State of South Carolina            )  
\_\_\_\_\_ )

**NORLIGHT TELECOMMUNICATIONS, INC.**

**TESTIMONY OF**

**BOB ROGERS**

1 **Q. Will you please state your name and business address.**

2 A. My name is Bob Rogers. My business address is 13935 Bishops Drive, Brookfield, WI  
3 53005. My telephone number is (262) 792-7780.

4  
5 **Q. By whom are you employed and in what capacity?**

6 A. In my current capacity, I am the President of Norlight Telecommunications, Inc. ("NTI").  
7

8 **Q. Please give a brief description of your background and experience.**

9 A. I have over thirty-six (36) years of experience within the telecommunications industry.  
10 During that time, most of which was spent with NTI and its affiliated companies, I have  
11 led numerous departmental groups and business units, including: Engineering,  
12 Operations, Outside Plant, Network Planning, Sales and Satellite/Video Services.  
13 Specific roles I have had include Project Engineer, Senior Engineer, Engineering  
14 Manager, Vice President – Operations, Senior Vice President, and currently I hold the  
15 title of President.  
16

17 I hold a degree in Broadcast Technology and Electrical Engineering. I am also a  
18 member of the IEEE, the Society of Broadcast Engineers (SBE), National Spectrum  
19 Managers Association (NSMA), the Milwaukee School of Engineering (MSOE)  
20 Corporation Board and have served on the Ascent Regional Advisory Board and the  
21 Board of Directors for the Competitive Telecommunications Association (CompTel).  
22

23 **Q. What is the purpose of your testimony?**

24 A. This testimony has been filed to answer the question for this Commission as to whether  
25 NTI is technically, financially, and managerially capable to provide the services it  
26 proposes in South Carolina.  
27

28 **Q. Has NTI registered to do business in South Carolina?**

29 A. Yes. NTI has authorization to conduct business in South Carolina. A copy of the  
30 certificate is attached to our Application.

1 **Q. Describe NTI's experience in the telecommunications business.**

2 A. NTI is a rapidly growing telecommunications carrier which has experience providing  
3 local, long distance, and data services. The company has been operating for  
4 approximately seventeen (17) years and currently operates in California, Colorado,  
5 Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan,  
6 Minnesota, Missouri, Nebraska, Nevada, New York, North Dakota, Ohio, Oklahoma,  
7 Pennsylvania, Rhode Island, South Dakota, Tennessee, Texas, Washington D.C.,  
8 Washington (State), Wisconsin, and Wyoming. The Company has a strong managerial  
9 ability and experience in the telecommunications industry that will allow it to be a  
10 successful facilities-based local exchange and interexchange service provider.  
11

12 **Q. Where is NTI currently certificated?**

13 A. NTI is currently certificated in the follow states: California, Colorado, Connecticut,  
14 Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota,  
15 Missouri, Nebraska, Nevada, New York, North Dakota, Ohio, Oklahoma, Pennsylvania,  
16 Rhode Island, South Dakota, Tennessee, Texas, Washington D.C., Washington (State),  
17 Wisconsin, and Wyoming  
18

19 **Q. Where in South Carolina does NTI intend to offer its local services?**

20 A. By its application, NTI is seeking statewide authority.  
21

22 **Q. Please describe the services NTI proposes to offer.**

23 A. Initially, NTI will provide leased capacity, private line, and dedicated local transport  
24 utilizing resold facilities and fiber in South Carolina. NTI will look to construct its own  
25 facilities in South Carolina where business conditions warrant said construction. NTI  
26 will also offer high speed data services, from DS1 to OC48 circuits. Service will be  
27 available on a contract basis only for specified term periods. The Company offers its  
28 services 24 hours a day, 7 days per week. The Company has a strong managerial and  
29 technical staff, combined with many years of direct operational telecommunications  
30 experience. Profiles of key management staff are attached to NTI's Application.  
31

1   **Q.    Describe the proposed NTI South Carolina tariff.**  
2   A.    NTI's tariff describes the company's rules and regulations, services and rates of services  
3       offered to its Customers.  
4  
5   **Q.    Does NTI own any network switches or transmission facilities used in routing calls?**  
6   A.    Yes.  
7  
8   **Q.    How will NTI bill for its services?**  
9   A.    NTI intends to bill its customers directly, using its in-house billing systems. Our name  
10       will appear on the bill and the bill will contain our toll free number for inquiries.  
11  
12   **Q.    How are billing errors, complaints and trouble reports handled?**  
13   A.    NTI customers may contact the Company via its Toll Free telephone number, 1-877-700-  
14       4535, for billing inquiries and questions. The Customer Service Department is staffed  
15       twenty-four hours a day, seven days per week to assist customers.  
16  
17   **Q.    How will NTI effect repairs for local service?**  
18   A.    NTI will provide repair services using its own agents or through agents contracted for  
19       with the incumbent local exchange carrier or an independent third-party contractor. To  
20       the extent NTI will rely on resold facilities, NTI will rely on the underlying carrier to  
21       repair and maintain those facilities.  
22  
23   **Q.    Does NTI have a regulatory contact person that will work with the Commission to**  
24       **resolve customer complaints?**  
25   A.    Yes, Anthony D. Gillette at NTI, 8829 Bond Street, Overland Park, Kansas 66214 is the  
26       contact person for the Commission. His telephone number is (913) 754-3341; Facsimile  
27       number is (812) 759-0999; and email address is anthony.gillette@norlight.com.  
28  
29   **Q.    Has NTI begun negotiations with incumbent LECs in South Carolina?**  
30   A.    No.  
31

1 **Q. Describe NTI's financial ability to operate as a telecommunications provider.**

2 A. NTI has sufficient financial resources to provide the requested telecommunication  
3 services in South Carolina, the financial capability to maintain these services, and the  
4 financial capability to meet its lease and ownership obligations.

5 The Company has established a strong team to support its venture into the  
6 telecommunications market. NTI has managerial ability and experience in the  
7 telecommunications industry that will allow it to be a successful competitive local  
8 exchange and toll provider. Financial information was filed under Seal with NTI's  
9 Application.

10  
11 **Q. How do you plan to solicit customers?**

12 A. NTI will utilize a direct sales force and direct marketing aimed at governmental  
13 institutions, and schools and libraries with needs for dedicated (non-switched) services.  
14 The company will not engage in telemarketing to solicit customers.

15  
16 **Q. Why is NTI seeking a waiver from the Uniform System of Accounts?**

17 A. The company currently maintains its books and records according to GAAP (Generally  
18 Accepted Accounting Principles). NTI requests the waiver to avoid maintaining two sets  
19 of books.

20  
21 **Q. Have any formal complaints or judgments been levied against the company?**

22 A. No, the Company has not been involved in any formal customer complaints.

23  
24 **Q. How will South Carolina consumers benefit from NTI's services?**

25 A. Certification of NTI as a facilities-based provider of local and interexchange services will  
26 increase the level of competition in South Carolina. NTI proposes to offer quality  
27 services at competitive prices. The use of facilities will only enhance the company's  
28 ability to provide innovative, high quality telecommunications services to South Carolina  
29 consumers. In addition, NTI's marketing plan will expand subscriber awareness of  
30 options and services available to them, thus encouraging the growth and success of  
31 competitive services.

1    **Q.    Does this conclude your testimony?**

2    **A.    Yes.**



BEFORE  
THE PUBLIC SERVICE COMMISSION OF  
SOUTH CAROLINA

Docket No. 2008-208-C

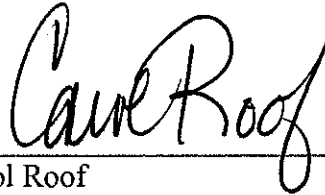
Re:    Application of Norlight Telecommunications, Inc.    )  
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      to Provide Resold and Facilities based Local    )  
      Exchange and Interexchange Telecommunications    )  
      Services in the State of South Carolina    )  
\_\_\_\_\_ )

**CERTIFICATE OF  
SERVICE**

This is to certify that I have caused to be served this day, one (1) copy of the **TESTIMONY OF BOB ROGERS** by placing a copy of same in the care and custody of the United States Postal Service (unless otherwise specified), with proper first-class postage affixed hereto and addressed as follows:

**VIA ELECTRONIC MAIL SERVICE**

M. John Bowen, Esquire  
Margaret Fox, Esquire  
**McNair Law Firm, PA**  
PO Box 11390  
Columbia SC 29211



\_\_\_\_\_  
Carol Roof  
Paralegal

July 16, 2008  
Columbia, South Carolina